

Educational and Demographic Profile

Santa Cruz County



This profile uniquely presents a variety of educational and socioeconomic information for Santa Cruz County, nearby counties, and the state.

The profile highlights the relationship between various factors that affect the economic well-being of individuals and communities. This presentation of information provides a framework for enhanced communication and collaboration between the myriad agencies, at both the state and local level, that have responsibility for education, economic development, workforce training, or social services.

The relationship between educational attainment and income is clearly depicted by the maps on pages 4 and 10. These maps, along with the other data presented in the profile, unmistakably show how socioeconomic conditions vary from place to place in California.

This geographic variation must be taken into consideration in the development, implementation, and evaluation of policies to give Californians better opportunities to succeed in school and in life.

Highlights for the county

- 43% of recent high school graduates completed college preparatory courses, compared to 35% statewide. See **Preparation for College**, page 2.
- 22% of recent high school graduates entered CSU or UC, compared to 18% statewide. See **College-Going**, page 3.
- 34% of the county population has a Bachelor's or higher-level degree, compared to 27% statewide. See **Educational Attainment**, page 6.
- 6.1% of children in the county are not proficient in English, compared to 5.8% statewide. See **Immigration and Language Skills**, page 12.
- Median household income in the county is \$54,000, compared to \$47,500 for the state as a whole. See **Income and Poverty**, page 11.
- Santa Cruz County has four degree-granting institutions. See **Local Colleges and Universities**, page 14.



**California Postsecondary
Education Commission**

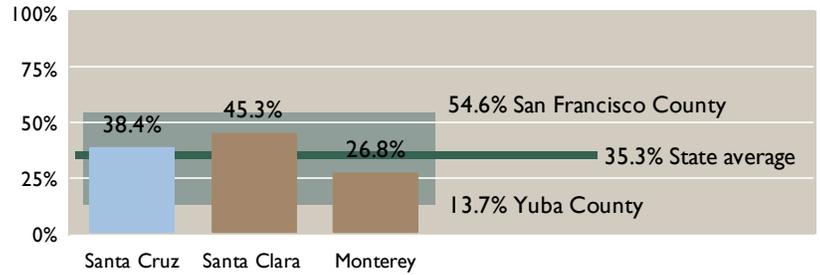
Preparation for College

Percent of recent public high school graduates completing college preparatory courses

Three-year average 1999–2002

Values are based on course completions reported by schools to the California Department of Education

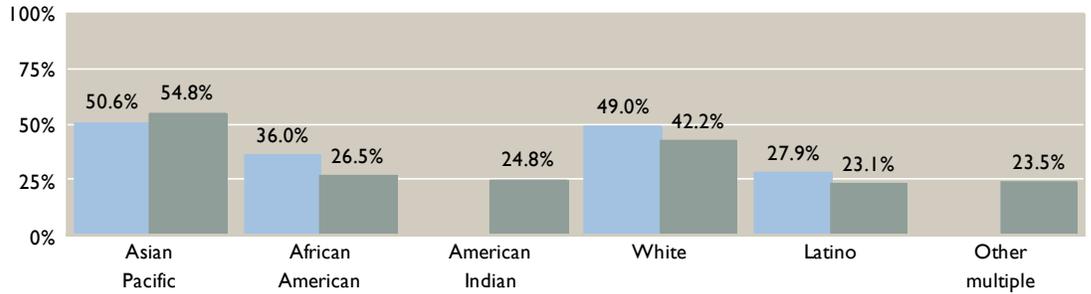
Teal band shows the range for California counties



Completion rates by race and ethnicity

Rates are shown only for ethnic groups having more than 50 graduates in the three-year period

■ Santa Cruz County
■ California



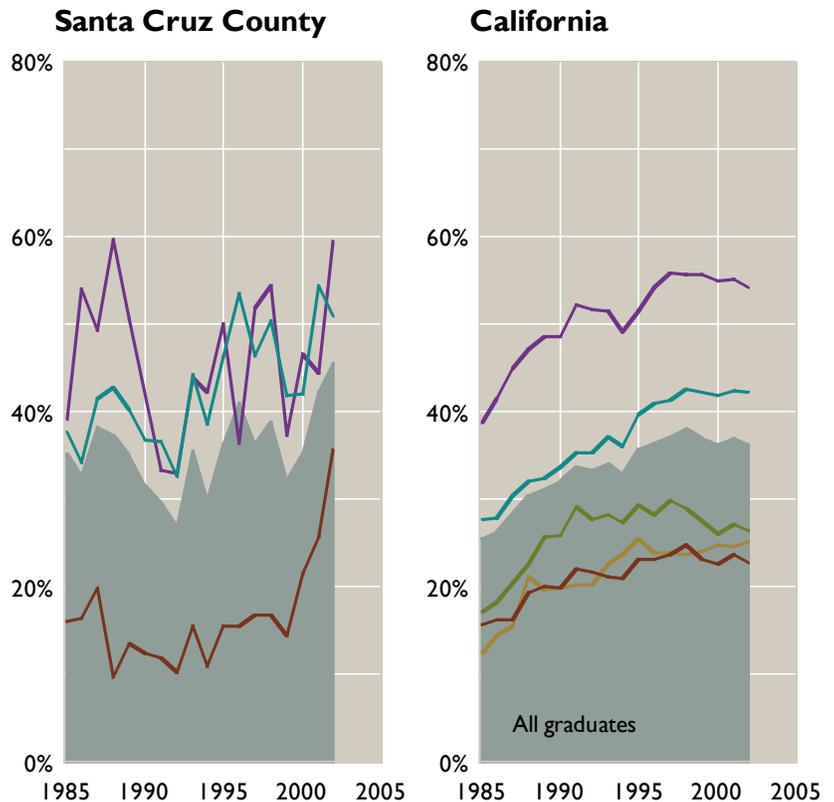
Trends 1985-2002

College preparation rates are shown only for ethnic groups having more than 50 graduates each year

— American Indian
— Asian, Pacific Islander
— Black, African-American
— White
— Latino

Green shaded area shows rates for all graduates

All data on this page from CPEC



Statewide, the proportion of high school students taking college preparatory courses increased steadily until the late 1990s.

The general increase in college preparation rates has not closed the gap between ethnic groups. Rates of Latinos, American Indians and African-Americans are significantly lower than the rates for Whites and Asians. The college preparation rate for African-American students has fallen in recent years.

College-Going

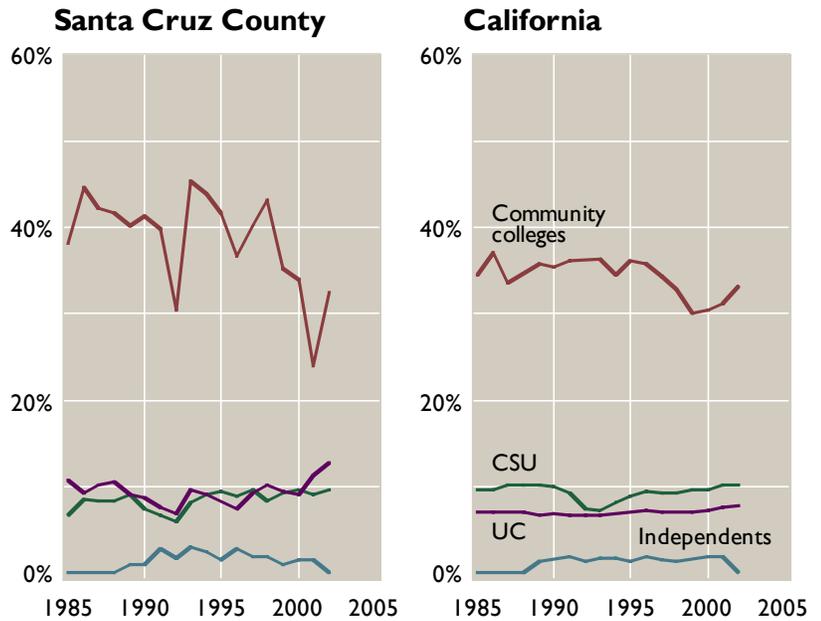
College entry rates

Percent of recent public high school graduates entering colleges and universities
Three-year average, 1999–2002

	Santa Cruz County	California
Community colleges	30%	32%
CSU	10%	10%
UC	11%	8%
Independents	1%	1%
Total	52%	50%

Data for independent colleges and universities is incomplete. Total excludes graduates entering other degree-granting institutions. See back page for a description of the postsecondary education systems.

Data from CPEC



College choices

Total entrants from Santa Cruz County high schools, 1999–2002

Top 6 community colleges and top 6 universities shown. A college in the top 6 is not shown if it takes less than 1% of the college entrants from the county.

The total college entrants for the county does not include out-of-state colleges and colleges in California that have not reported enrollments to CPEC.

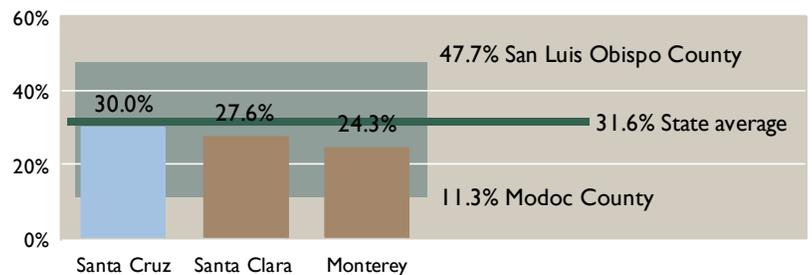
Total entrants, all colleges	3,626	100%
Community colleges		
Cabrillo College	1,932	53%
Santa Barbara City College	31	1%
Other community colleges	148	4%
Universities		
UC Santa Cruz	375	10%
Cal Poly, San Luis Obispo	112	3%
UC Santa Barbara	111	3%
UC Davis	107	3%
San Diego State University	96	3%
Other universities	714	20%

Community college entry rates

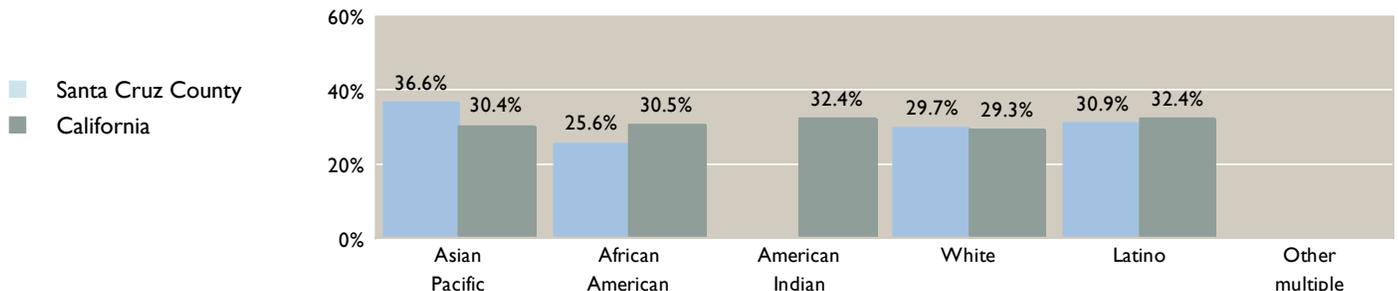
Percent of recent high school graduates entering community colleges

Three-year average, 1999–2002

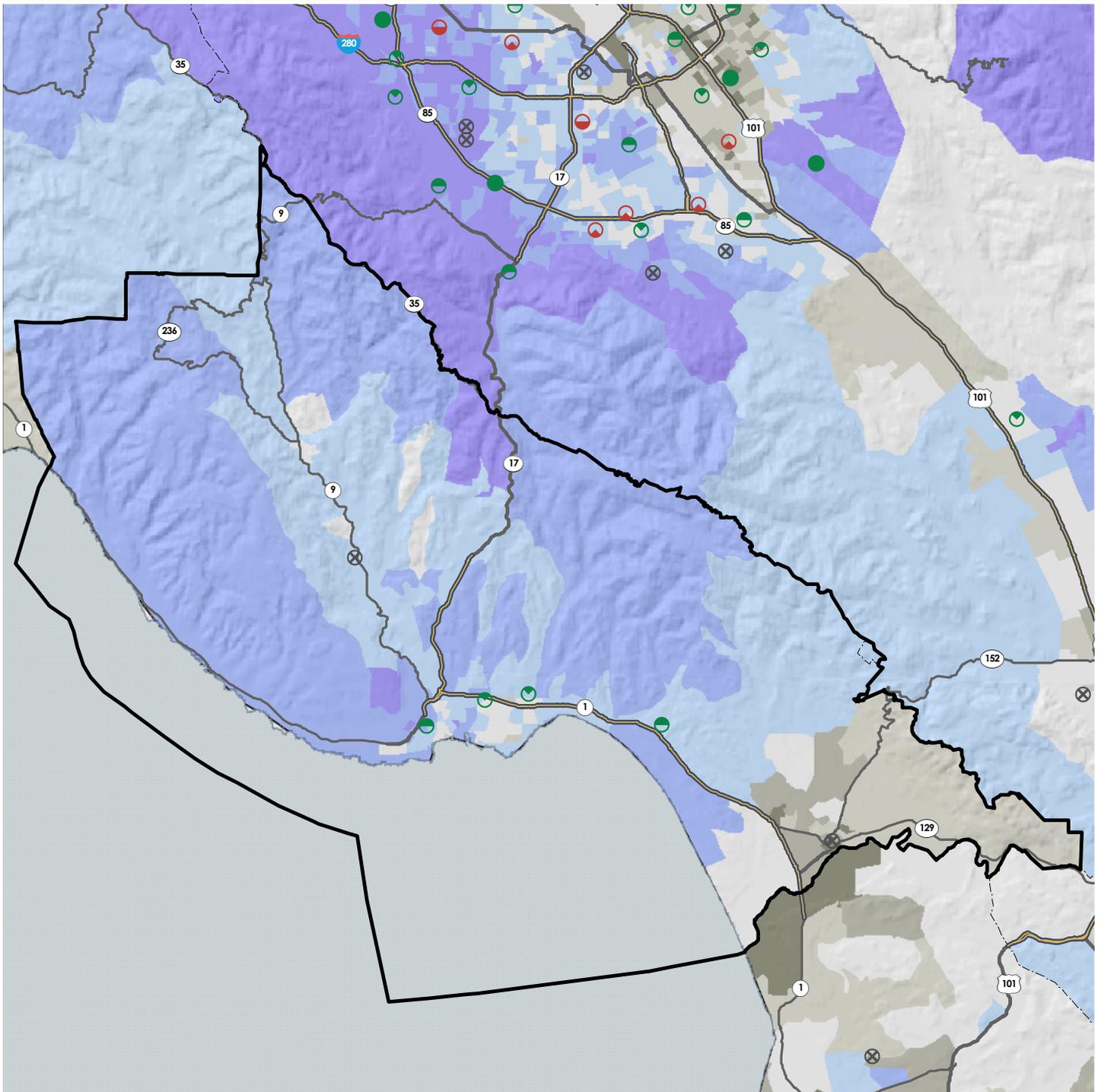
Teal band shows the range for California counties



Rates by race and ethnicity



University-Going Rates for Public High Schools



University-Going Rates

Percent of graduates entering CSU and UC, 1999–2002

- 35% and over
- 25 to 35%
- 20 to 25%
- ⊗ 15 to 20%
- 10 to 15%
- 5 to 10%
- 0 to 5%

Data from CPEC

Symbols are shown for public high schools with 50 or more graduates, 1999–2002.

University Education

Percent of population aged 25 or older with a baccalaureate, graduate, or professional degree

- over 60%
- 45 to 60%
- 30 to 45%
- 18 to 30%
- 10 to 18%
- 5 to 10%
- 0 to 5%

Data from 2000 U.S. Census

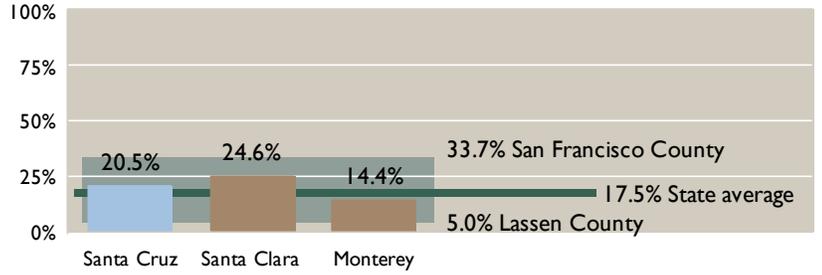
As in all parts of the state, university-going rates are low at high schools in areas where the adult population tends not to be university educated.

College-Going

University entry rates

Percent of recent public high schools graduates entering CSU and UC. Three-year average, 1999–2002

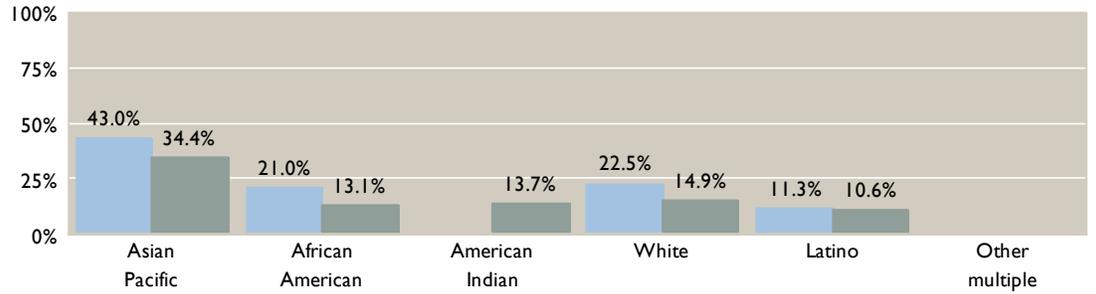
Teal band shows the range for California counties



Entry rates by race and ethnicity

Rates are shown only for ethnic groups having more than 50 graduates in the three-year period

■ Santa Cruz County
■ California



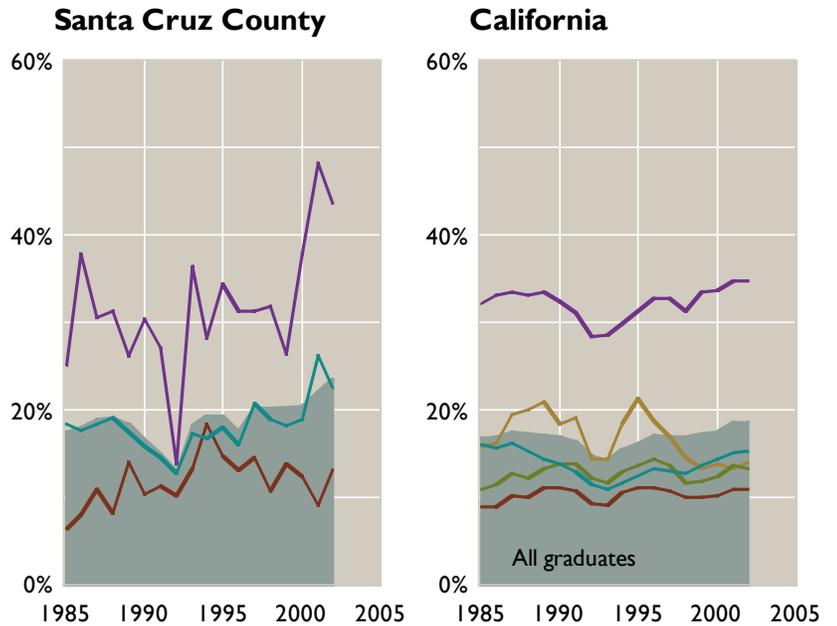
Trends 1985-2002

Rates are shown only for ethnic groups having more than 50 graduates each year

— American Indian
— Asian, Pacific Islander
— Black, African-American
— White
— Latino

Figures for American Indians include Alaska Natives

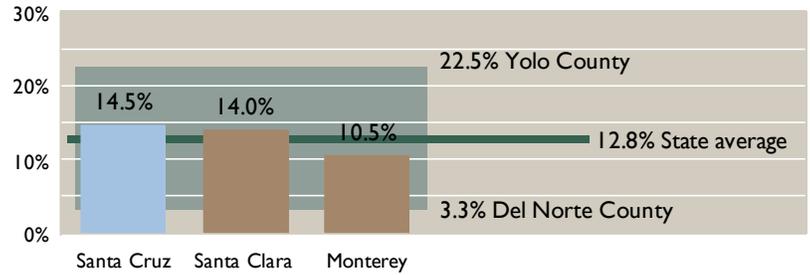
Green shaded area shows rates for all graduates



Older students

Percent of population aged 25 to 34 attending a college or university

Teal band shows the range for California counties

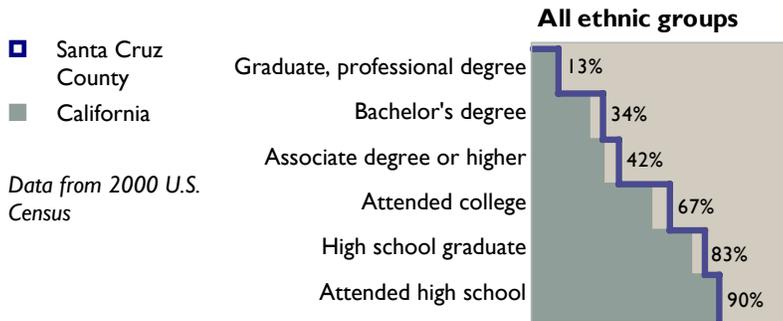


A significant number of California students are older than the traditional college age range. Many of these students attend college while working and supporting a family. Statewide, 1,384,000 students aged 25 and over are enrolled at universities and colleges reporting enrollment by age to CPEC. Of these, 85% attend community colleges and 11% attend the California State University.

Educational Attainment

Education pyramid for persons 25 years and older

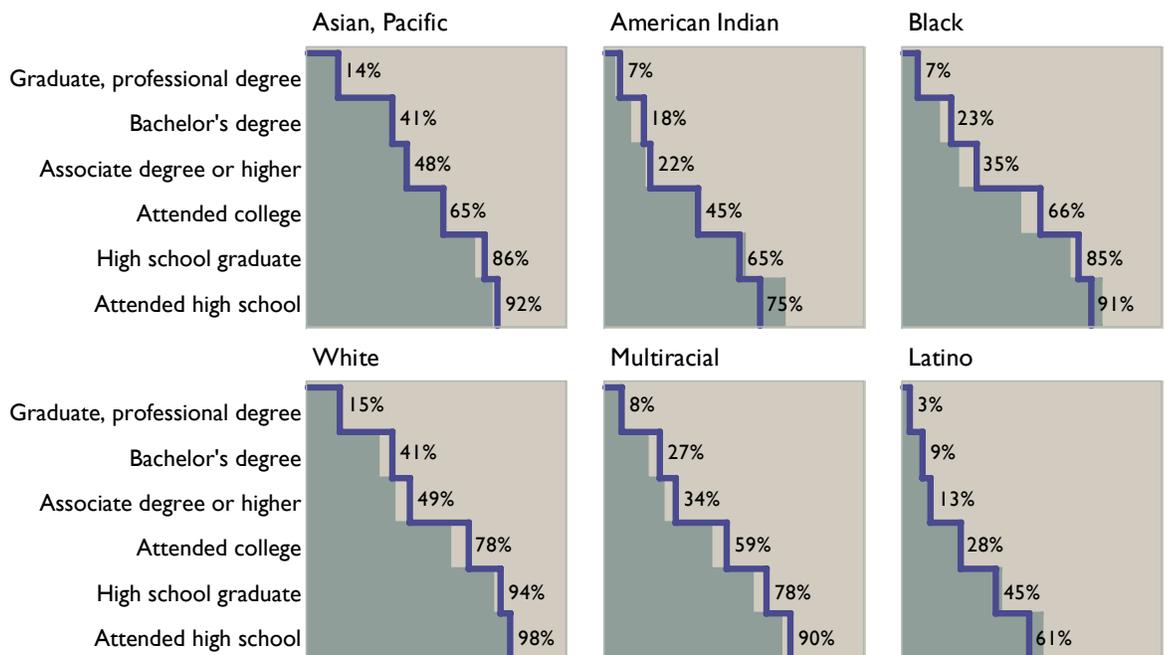
Each step on the pyramid shows the percentage of people 25 years and older who have attained or exceeded the specified level of education



A thinner pyramid indicates a less-well educated population. If the blue line for a given ethnic group is inside the shaded background, the district's population is less well educated than the state as a whole.

If the blue line for a given ethnic group is outside the shaded background, the district's population is better educated than the state as a whole.

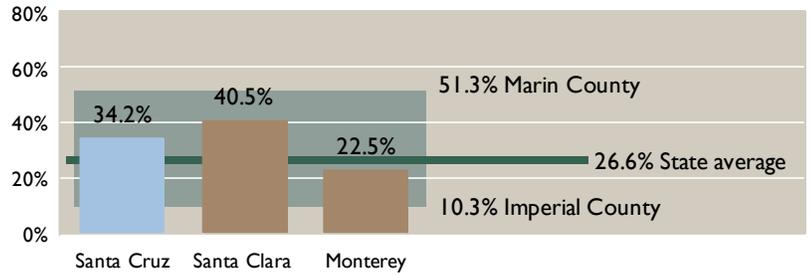
The numbers on the pyramids are for Santa Cruz County.



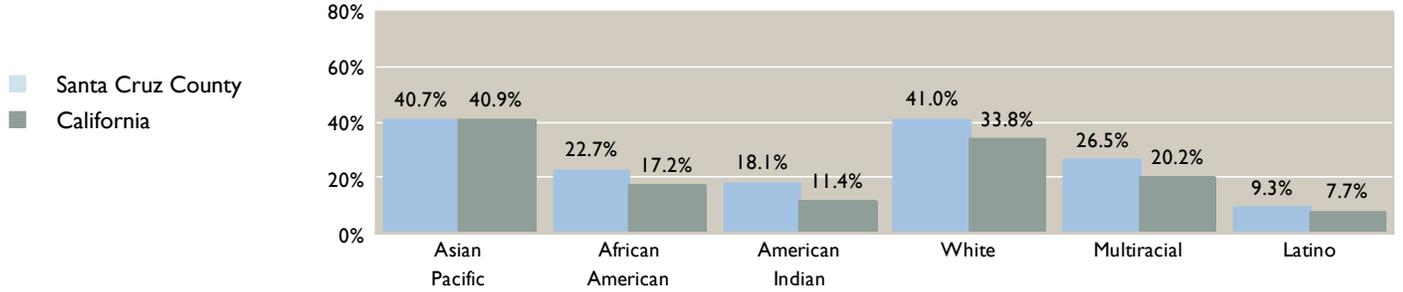
Educational Attainment

Percent of population with a bachelor's or higher degree

Percentage of people 25 and older with a graduate or professional degree, or a bachelor's degree
Teal band shows the range for California counties

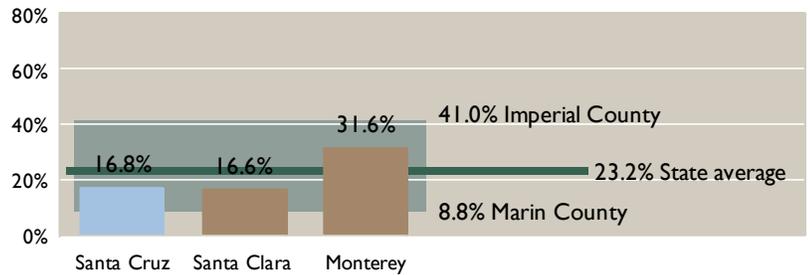


Percent by race and ethnicity

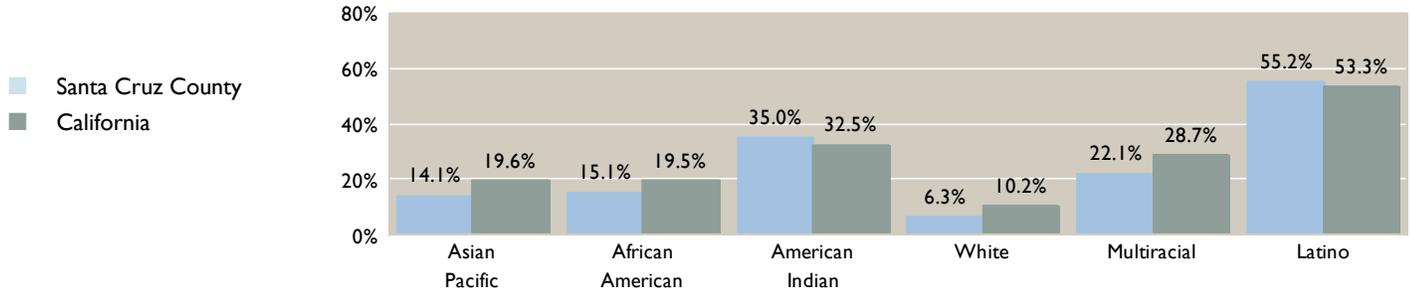


Percent of population with no college

Percentage of people 25 and older with no education above the high school level
Teal band shows the range for California counties

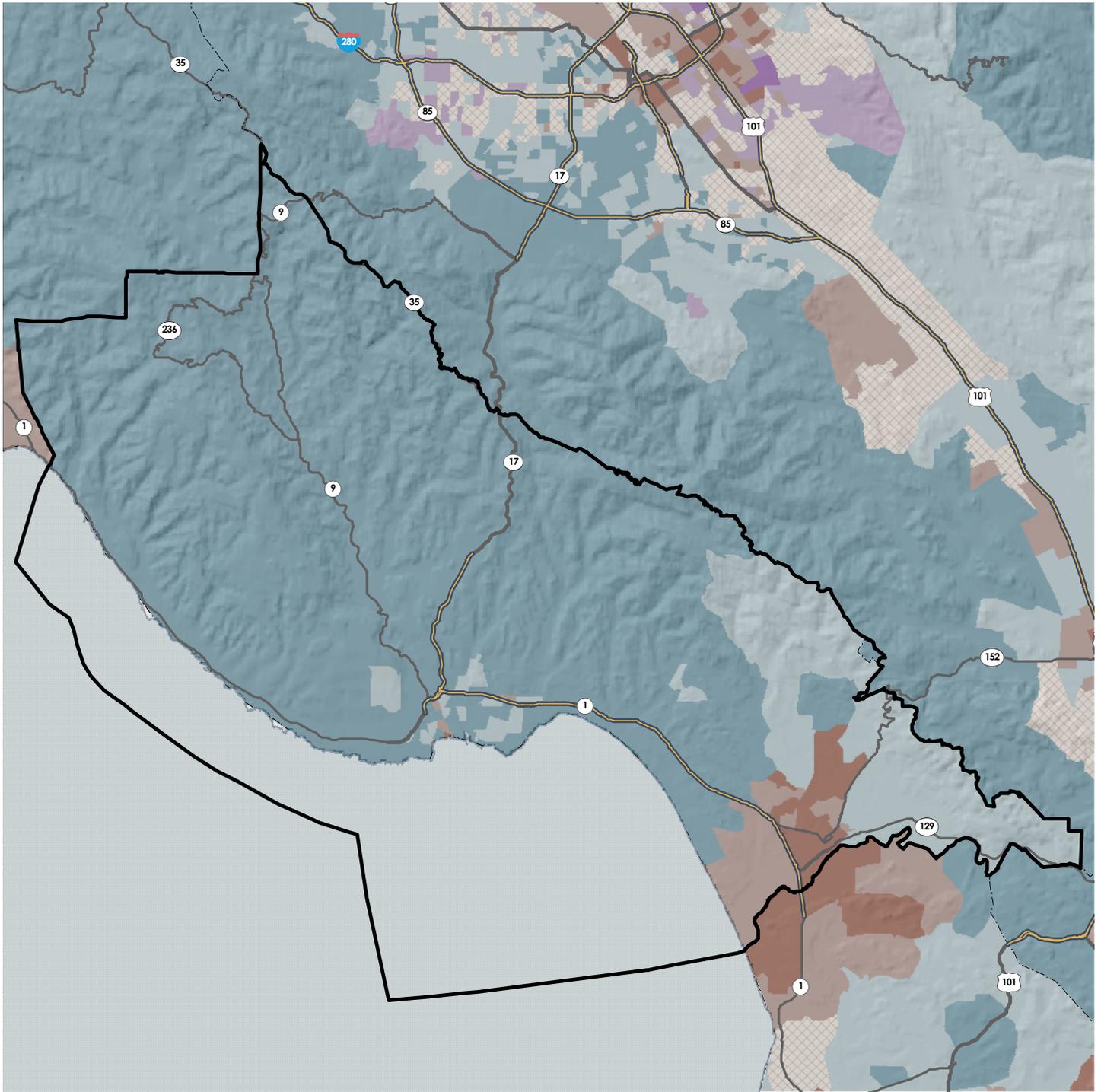


Percent by race and ethnicity



Education attainment varies significantly from place to place in California. Areas where the educational attainment of the adult population is low tend to have low college-going rates. As a result, existing inequities in income and opportunities for advancement tend to persist.

Racial and Ethnic Composition



Racial and Ethnic Composition

Population of Census Block group

- More than 70% Latino
- More than 50% Latino
- More than 70% African American
- More than 50% African American
- More than 70% White
- More than 50% White
- More than 70% Asian & Pacific
- More than 50% Asian & Pacific
- No race or ethnicity predominates
- Area with no residents

County population

Total	255,600
Asian	8,120
Pacific Islander	420
African American	2,300
American Indian	1,200
White	167,350
Other race	760
Multiracial	6,890
Latino	68,570

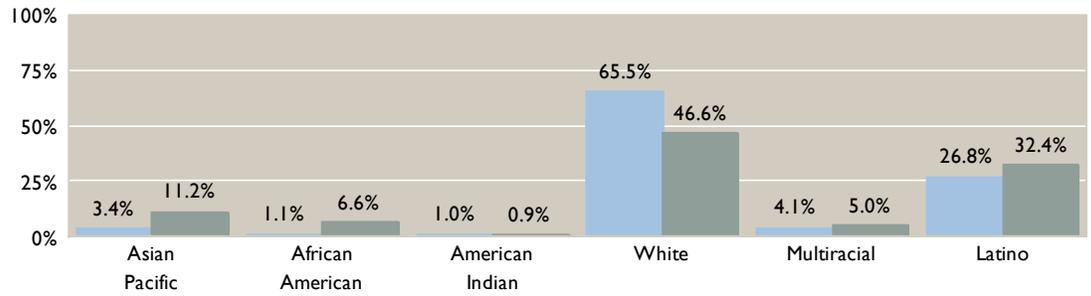
All data from 2000 Census

Demographics

Racial and Ethnic Composition

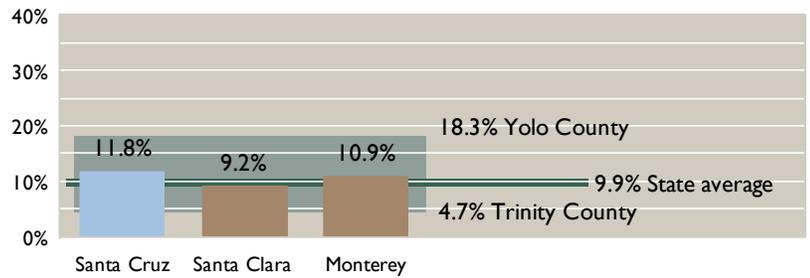
Percent of the population in each racial and ethnic group

■ Santa Cruz County
■ California
 Data from 2000 U.S. Census



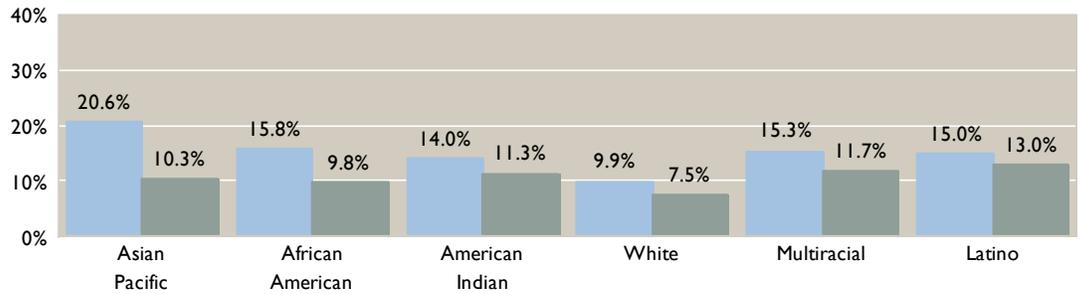
Traditional college age population

Percent of total population aged 18–24
 Teal band shows the range for California counties



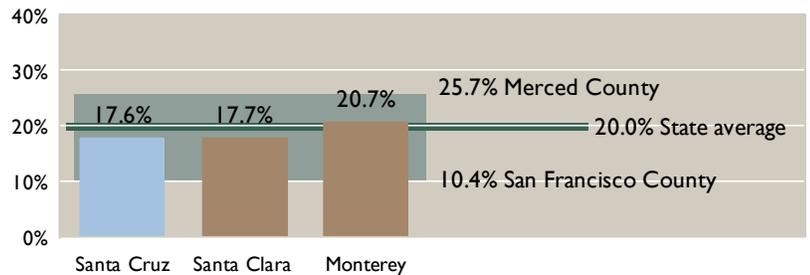
Percent of the population in each racial and ethnic group who are aged 18–24

■ Santa Cruz County
■ California
 Data from 2000 U.S. Census



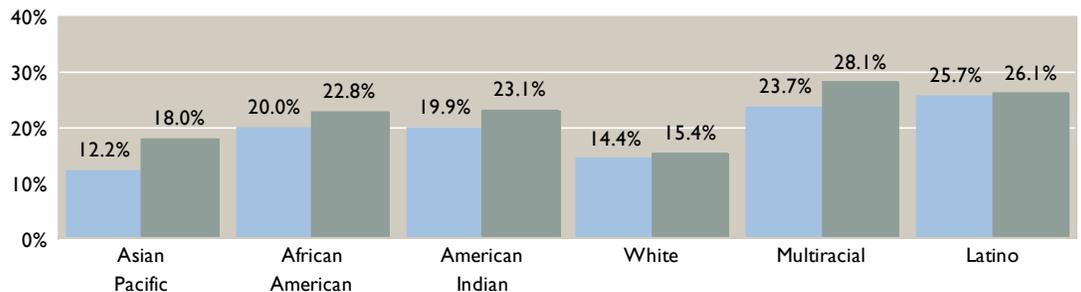
School age population

Percent of the total population aged 5–17

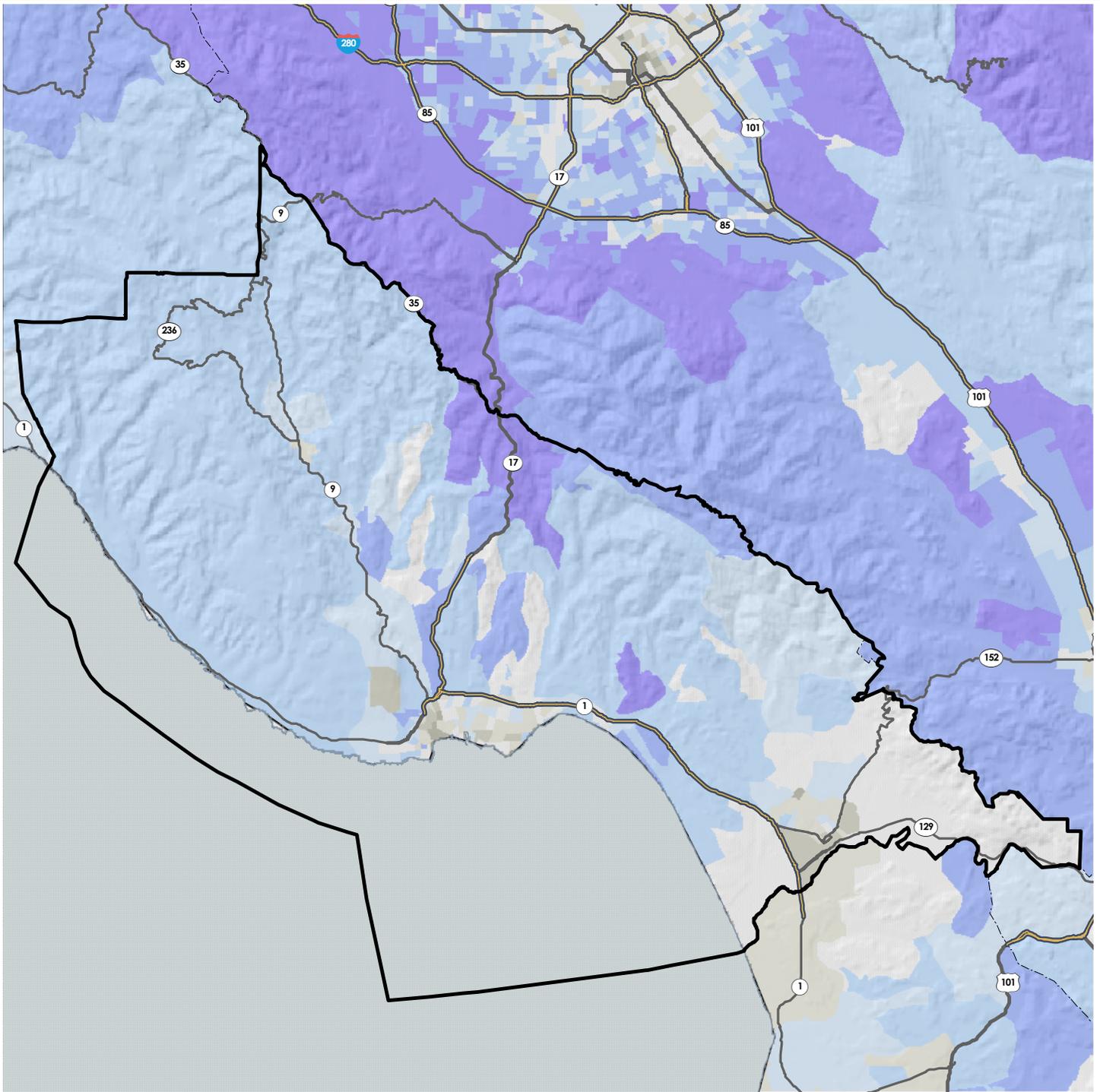


Percent of the population in each racial and ethnic group who are aged 5–17

■ Santa Cruz County
■ California
 Data from 2000 U.S. Census

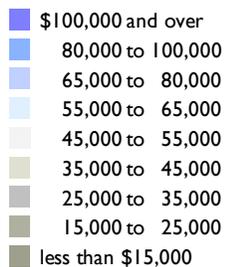


Median Household Income



Median Household Income

Data from 2000 U.S. Census



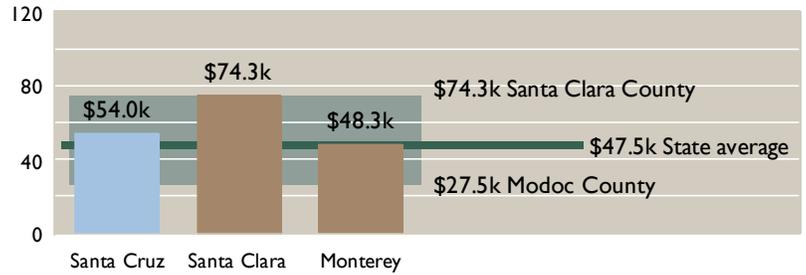
Compare with the map on page 4. The pattern of income distribution is strongly related to the pattern of educational attainment.

Income and Poverty

Median Household Income

Thousand dollars

Teal band shows the range for California counties

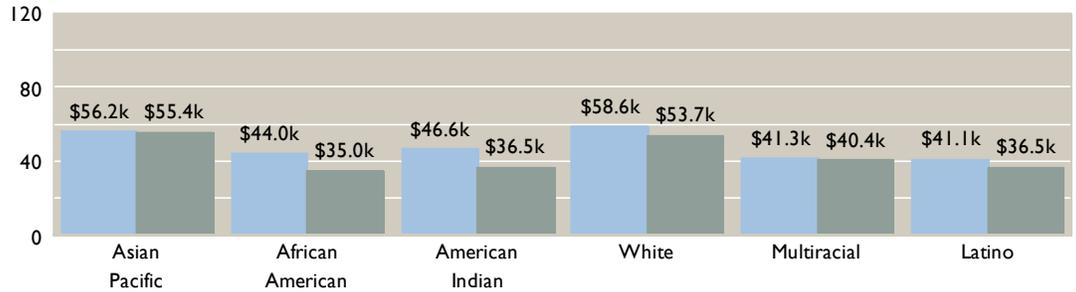


Median household income by race and ethnicity

Thousand dollars

■ Santa Cruz County
■ California

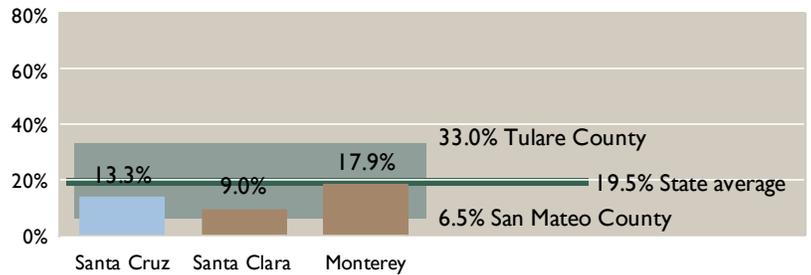
Data from 2000 U.S. Census



Percent of children living in poverty

Percent of children living in families whose income is below the federal poverty threshold

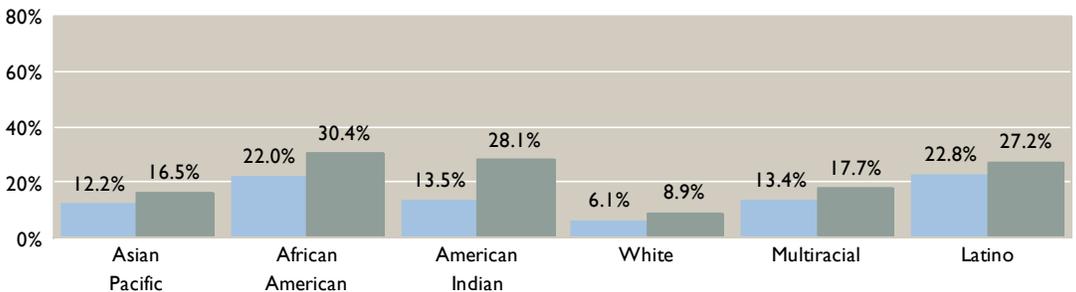
The poverty threshold depends on the total number of people in the family and the number of children under 18. For example, the poverty threshold for a five-person family with three children under 18 is \$19,992.



Percent by race and ethnicity

■ Santa Cruz County
■ California

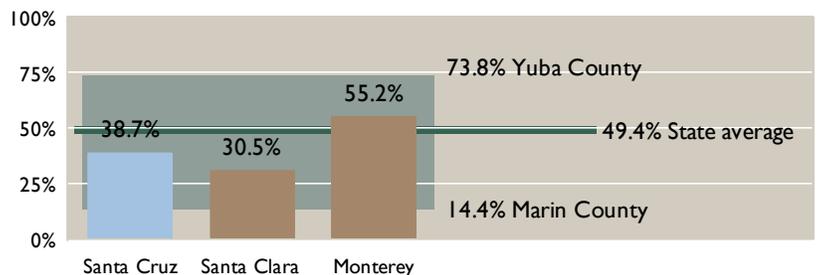
Data from 2000 U.S. Census



Percent of children eligible for school lunch program

Teal band shows the range for California counties

Data from CPEC



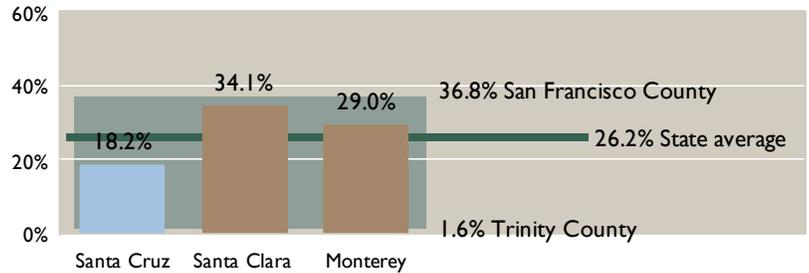
Data are not available for racial and ethnic groups

Immigration and Language Skills

Foreign-born population

Percent of the county population who are foreign-born
Teal band shows the range for California counties

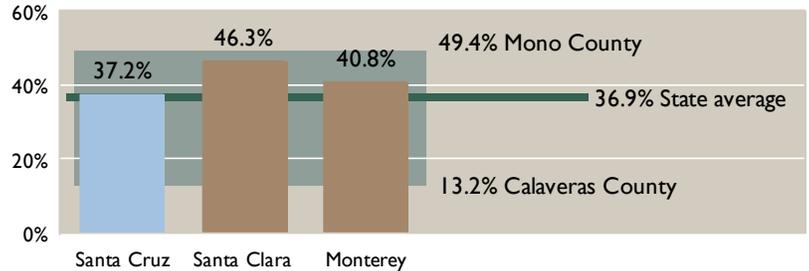
Data from 2000 U.S. Census



Recent Immigrants

Percent of the foreign-born population who entered the United States in 1990 and later

Data from 2000 U.S. Census



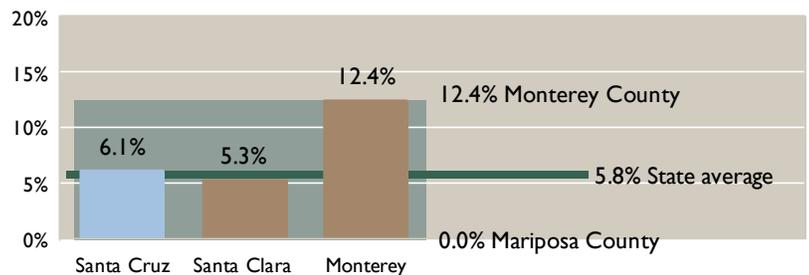
Lack of English Proficiency

Percent of children aged 5–17 who speak another language at home and speak English “not well” or “not at all”

Santa Cruz County has a total of 45,100 children aged 5–17. Of these, 2,800 are not proficient in English. The language spoken at home by these children is as follows:

	Santa Cruz County	California
Spanish	97%	84%
Asian & Pacific languages	3%	12%
Other languages	–	4%

Data from 2000 U.S. Census



Data are not available for racial and ethnic groups

Prison-going

Prison population

	Santa Cruz County		California	
	Number	Pct	Number	Pct
African American	60	2.1%	47,800	2.0%
Latino	280	0.4%	56,600	0.5%
White	300	0.2%	46,500	0.3%
Other ethnicity	10	0.1%	8,800	0.2%
Total	670	0.2%	159,700	0.4%

The prison population is the number of prisoners committed from locations in Santa Cruz County, regardless of where they are incarcerated.

The percentages are the prison population as a percentage of the county population.

2003 Prison population from California Department of Corrections.

Rates calculated by CPEC using 2003 county population estimates from the Department of Finance

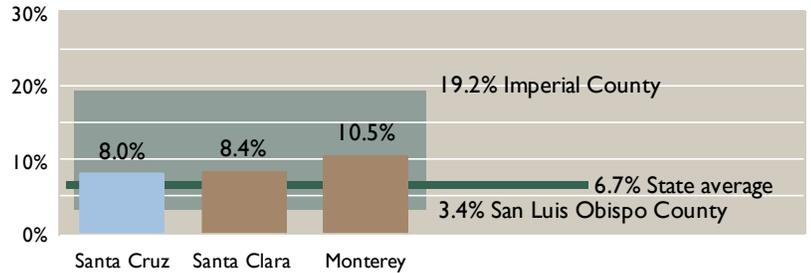
Employment

Unemployment rate

Number of unemployed workers as a percentage of the labor force, 2002

Estimates by California Employment Development Department

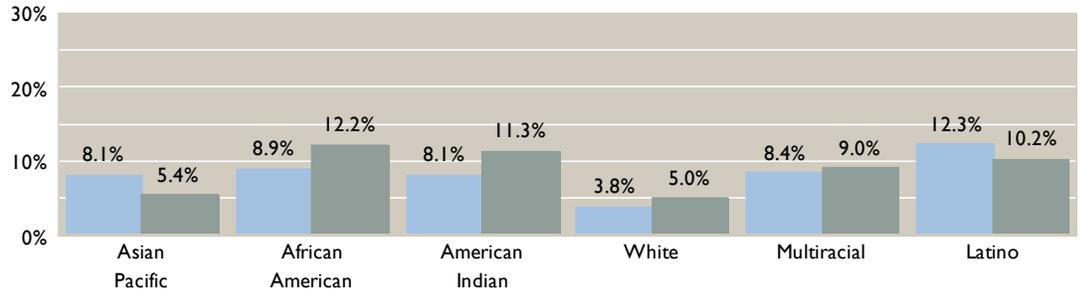
Teal band shows the range for California counties



Unemployment rates by race and ethnicity, 2000 Census

■ Santa Cruz County
■ California

Data from 2000 U.S. Census

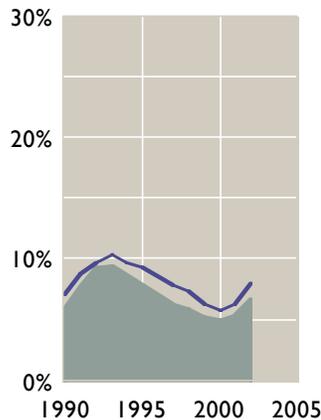


Unemployment Trends, 1990–2002

Unemployment rate

Estimates by California Employment Development Department

■ Santa Cruz County
■ California

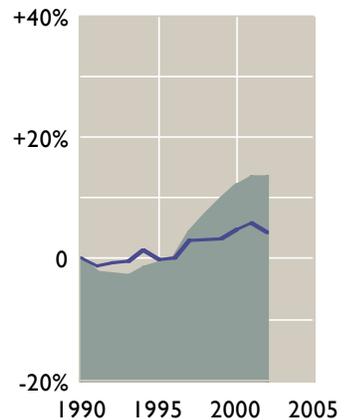


Job growth

Change in county labor force employment from 1990

Estimates by California Employment Development Department

■ Santa Cruz County
■ California

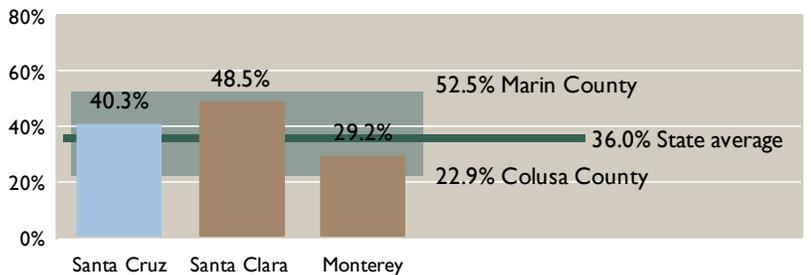


Professional and managerial workers

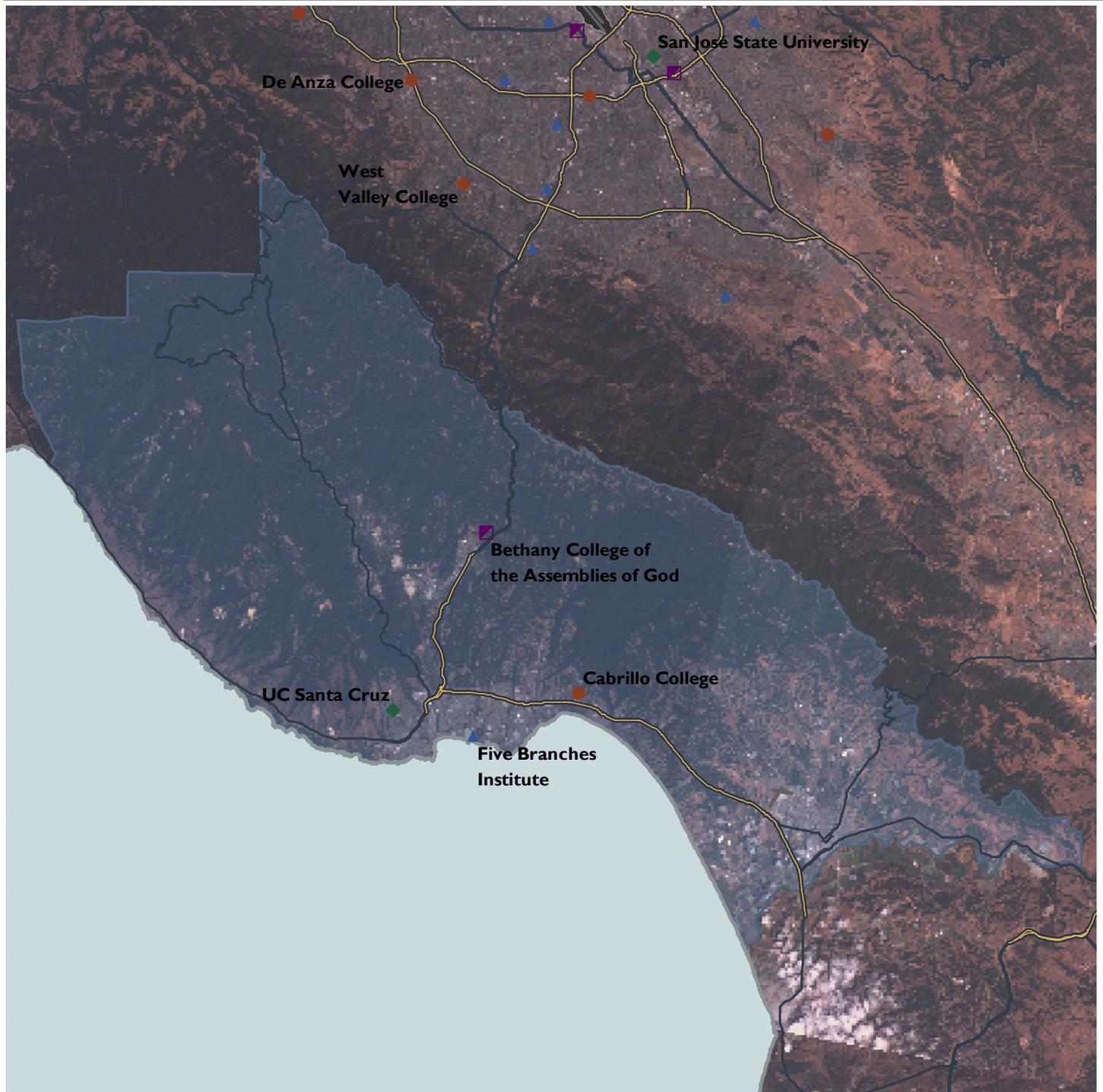
Percent of employed labor force in professional and managerial occupations

Data is not available by race and ethnicity

Data from 2000 U.S. Census



Local Colleges and Universities



- Community College campus
- ◆ California State University campus or University of California campus
- Independent college or university, or other institution accredited by the Western Association of Schools and Colleges (WASC)
- ▲ Other degree-granting institution

Santa Cruz County has one community college campus, one UC campus, one WASC-accredited private institution, and one other degree-granting institution.

Local Colleges and Universities

Institution	Web site	Enrollment 2002	Part time	Growth from 1997
Public Universities				
San Diego State University	www.sdsu.edu	34,300	30%	12%
UC Davis	www.ucdavis.edu	29,090	10%	18%
UC Santa Barbara	www.ucsb.edu	20,560	3%	9%
Cal Poly, San Luis Obispo	www.calpoly.edu	18,450	7%	10%
UC Santa Cruz	www.ucsc.edu	14,140	5%	33%
Community Colleges				
Santa Barbara City College	www.sbccc.ca.us/	15,580	61%	30%
Cabrillo College, Aptos	www.cabrillo.edu	14,960	70%	15%
WASC-Accredited Private & Independent Institutions				
Bethany College of the Assemblies of God, Scotts Valley	www.bethany.edu	580	30%	(1%)
Other Degree-Granting Institutions				
Five Branches Institute, Santa Cruz	www.fivebranches.com	190	13%	108%

The table lists degree-granting institutions in Santa Cruz County, plus the top choices for Santa Cruz County high school graduates as shown on page 3.

Recent CPEC Publications

- A Regional Study of Undergraduate Enrollment Demand and Capacity for the University of California. April 2003.
- A Review of California's Cross-Enrollment Program. February 2003.
- Admission Policies and Attrition Rates in California Community College Nursing Programs. February 2003.
- California High School Outreach Program: Final Report. June 2002.
- Commission Recommendations Concerning Alternate Delivery Options for the State's Cal Grant Program. February 2003.
- Commission Review of a Proposal by California State University Bakersfield to Establish the CSUB Antelope Valley Educational Center. April 2003.
- Commission Review of a Proposal by the State Center Community College District to Establish the Willow-International Community College Center. April 2003.
- Executive Compensation in Public Higher Education, 2001–02. July 2002.
- Faculty Salaries at California's Public Universities, 2003–04—*Higher Education Update*. April 2003.
- Fiscal Profiles, 2002. April 2003.
- Frequently Asked Questions Concerning Future Enrollment Growth at California's Public Universities. September 2003.
- Frequently Asked Questions Concerning Student Fees and Financial Aid at California's Public Colleges and Universities. August 2003.
- Principles and Priorities for Addressing Budget Reductions to California Higher Education—*Policy Statement*. December 2002.
- Priorities for California Educational Technology Funding. July 2002.
- Recommendations for a Long-term Resident Student Fee Policy Framework for Students Enrolled at California's Public Universities. December 2002.
- Recommendations to Increase the Postsecondary Education Opportunities for Residents of Superior California. December 2002.
- Resident Undergraduate Charges at California's Public Colleges and Universities—*Factsheet*. January 2004.
- Resident Undergraduate Charges at California's Public Universities—*Factsheet*. January 2003.
- Reviewing the Community Learning Center: An Educational Center of the MiraCosta Community College District. February 2003.
- Student Profiles, 2003. November 2003.

Postsecondary Education in California

The California Community Colleges

The community college system consists of 72 locally governed districts operating 109 campuses. A Board of Governors appointed by the Governor serves as a regulatory agency for the local districts.

Community colleges offer academic and technical programs leading to associate degrees and technical certificates. Many community college programs give course credits that can be transferred to 4-year institutions. In addition, community colleges provide instruction in basic skills, English as a second language, and citizenship classes.

The California State University

The 23-campus CSU system has programs leading to the bachelor's and master's degree and awards doctorates jointly with UC or an independent university. In 2002, CSU had 407,000 students enrolled, one third of whom were part-time.

The University of California

UC has 9 general campuses, one health science campus, and numerous special research facilities. The UC has constitutional status as a public trust. UC awards bachelor's, master's and professional degrees and has sole authority among public institutions to award doctoral degrees.

Independent Colleges and Universities

The Association of Independent Colleges and Universities (AICCU) consists of 75 institutions accredited by the Western Association of Schools and Colleges (WASC). These institutions range from large, world-renowned universities to smaller liberal arts institutions and professional schools. AICCU institutions enrolled over 217,000 students in 2001.

Other WASC-Accredited Private Institutions

Forty-eight additional California institutions are accredited by WASC, but are not members of AICCU. These institutions enroll some 30,000 students, and also range from universities to smaller institutions and professional schools.

Other Degree-Granting Institutions

California has about 300 other institutions that are authorized under state law to award degrees. These include religious seminaries, schools of alternative medicine, law schools, and universities accredited by organizations other than WASC.

In addition, California has an estimated 3,000 schools that offer programs not leading to a degree. This category includes schools providing training for careers in computer technology, health care, and other business and technical occupations. All of these schools and colleges are regulated by the Department of Consumer Affairs, Bureau for Private Postsecondary and Vocational Education (BPPVE).

The California Postsecondary Education Commission

The California Postsecondary Education Commission is a citizen board established in 1974 to coordinate the efforts of California's colleges and universities and to provide independent, non-partisan policy analysis and recommendations to the Governor and Legislature.

Contact the Commission

Information about the Commission and its publications is available at www.cpec.ca.gov or call (916) 445-7933.

In addition, see *California Colleges and Universities*, available at www.cacollegeguide.com.

Profiles for other Counties

Profiles for all 58 counties are available at www.cpec.ca.gov/profiles/profiles.asp.

Members of the Commission

Howard Welinsky, Culver City—*Chair*
Olivia K. Singh, San Francisco—*Vice Chair*
Alan S. Arkatov, Los Angeles
George T. Caplan, Los Angeles
Carol Chandler, Selma
Irwin S. Field, Beverly Hills
Reed Hastings, Los Gatos
Odessa P. Johnson, Modesto
Hugo Morales, Fresno
Ralph Pesqueira, San Diego
Guillermo Rodriguez Jr., San Francisco
Evonne Seron Schulze, San Diego
Rachel E. Shetka, Napa
Faye Washington, Los Angeles
Dezie Woods-Jones, Oakland

One commissioner position is vacant.

Robert L. Moore, *Executive Director*
February 2004
